

a. **ANALISIS KEPUASAN KONSUMEN PENGGUNA JASA TAKSI (STUDI KASUS PENGGUNA JASA TAKSI KOSTI, NEW ATLAS, DAN PANDU DI KECAMATAN SEMARANG BARAT)**

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c. Abstraksi

The large number of taxi in Semarang has forced each company to create superiority to make a strong competing power. A qualified services to the customers is the best alternative to create this superiority. Generally, taxi company is focusing on the quality of price and services as the main power to fulfill the necessity and satisfaction of the customers. This reseach is taking Kosti, New Atlas, and Pandu Taxi because those taxi companies has already established for a quite long time and well-know by people. From the data received, it can be know that there are still some complains from the customers in Semarang, such as complaint in the ordering line, complaint abuot the driver, complaint about the cost which felt inappropriate with the services to the customers. To recognize if there is any difference in the costomer's satisfaction between the customers of Kosti, New Atlas and Pandu Taxi, it is necessary to make a reearch about the price and services on those taxis.

The sample of this research is 99 respondents with the characteristics of chosen characteristics is the have ever using the service of Kosti, New Atlas and Pandu Taxi. The method of sample taking in respondent who have ever using yhe service of Kosti, New Atlas and Pandu Taxi and living in Semarang Barat Sub district.

According to the calculation of appropriation level or consumer's satisfaction, it can summarized that total average of the service and price of Kosti is 53,34 which means that the customers has already quite satisfied, while in New Atlas is 47,89 which means the customers is not quite satisfied and Pandu Taxi is 40,55 that is customers feel unsatisfied. Accroding to cross tabulation, it can be known the majority of respondent stating that they are quite satisfied, while in New Atlas Taxi all respondents state that they are not quite satisfied and for Pandu Taxi the majority of the respodents telling that they are not satisfeid. The result of Chy Square Calculation, (X^2), a calculation of $118.043 > 15.507$ on the significance level 5%, so that H_a was accepted. The probality value in the result of Chy Square is $0.00 < 0.05$ so that H_a was accepted and H_o denied. The conclusion of this research is that there is a different satisfaction between the customers of Kosti, New Altas and Pandu Taxi. Company should be always giving the taxi driver a training which related with the service to the customers in every 3 months. They also need to pay attention on the taxi's maintenance to keep it clean, neat and confortable. If the company plans to nake a change in a higher price or increasing the cost, it is necessary to pay attention to the customers perception on the increased cost. If the company plans to increase the cost, it is necessary to balance it with the improvement of the service so that the customers can achieve and equal compensation with the cost of using the service. By giving a good service to the customers, it can improve the customers trust and loyalty to use the service.